

APPENDIX A

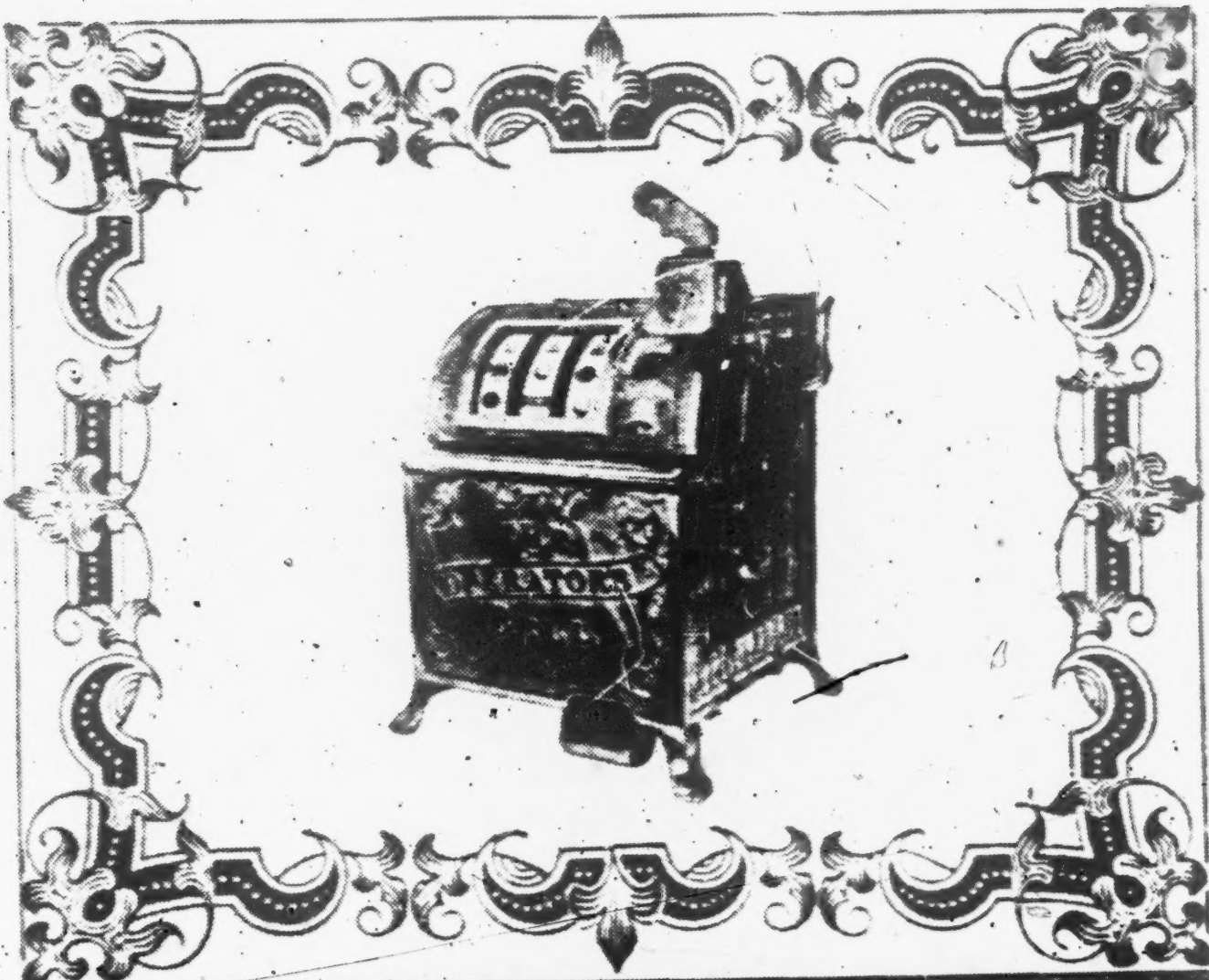


THE SAN FRANCISCO DAILY NEWS in 1935 published a series of cartoon sketches depicting "It Started in San Francisco." The above sketch shows the first slot machine made by Charles Fey in 1889. (Sketch courtesy of Walter Tratsch, A. B. T. Manufacturing Company, Chicago.)

APPENDIX A

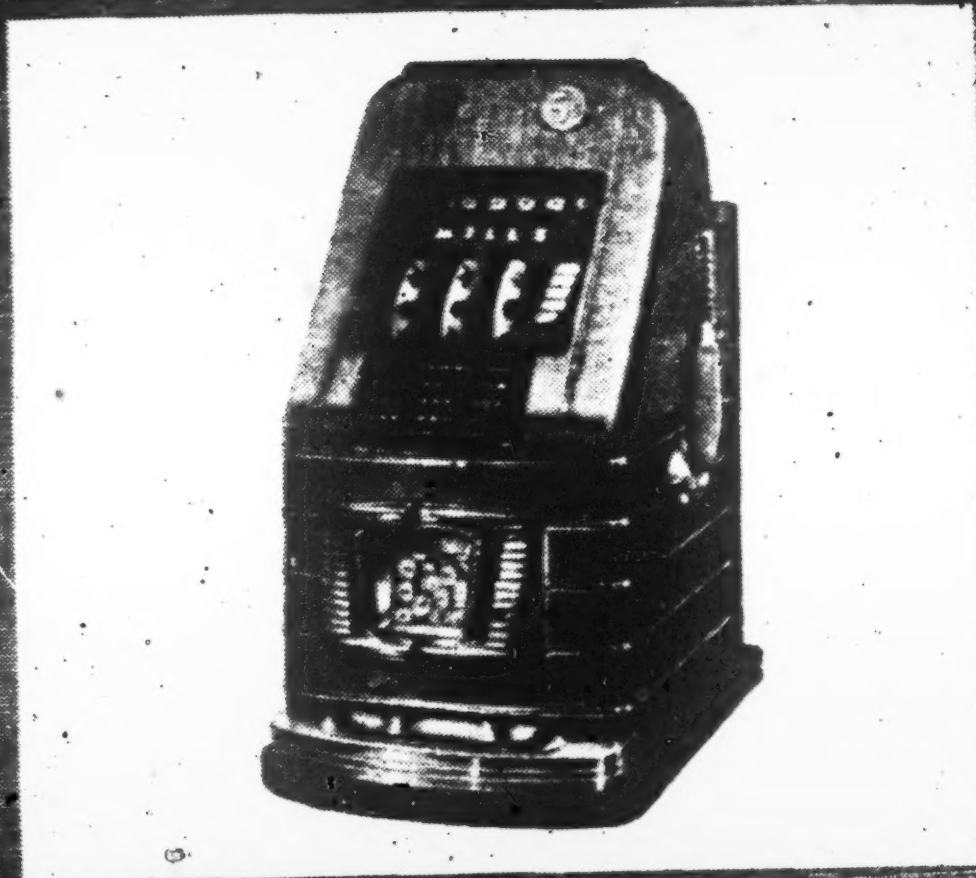
*the
Iron Case
Bell*

1907



1947

*the
Jewel
Bell*



We have come a long way!

Forty years ago, in 1907, Mills Iron Case Bell was all the rage. This sturdy little moneymaker gave excellent performance and brought big revenue to its operators—it was the best Bell of its time. Today Mills again takes the lead, this time with the most beautiful, most modern Bell ever built—THE JEWEL BELL!

BELL-O-MATIC CORPORATION

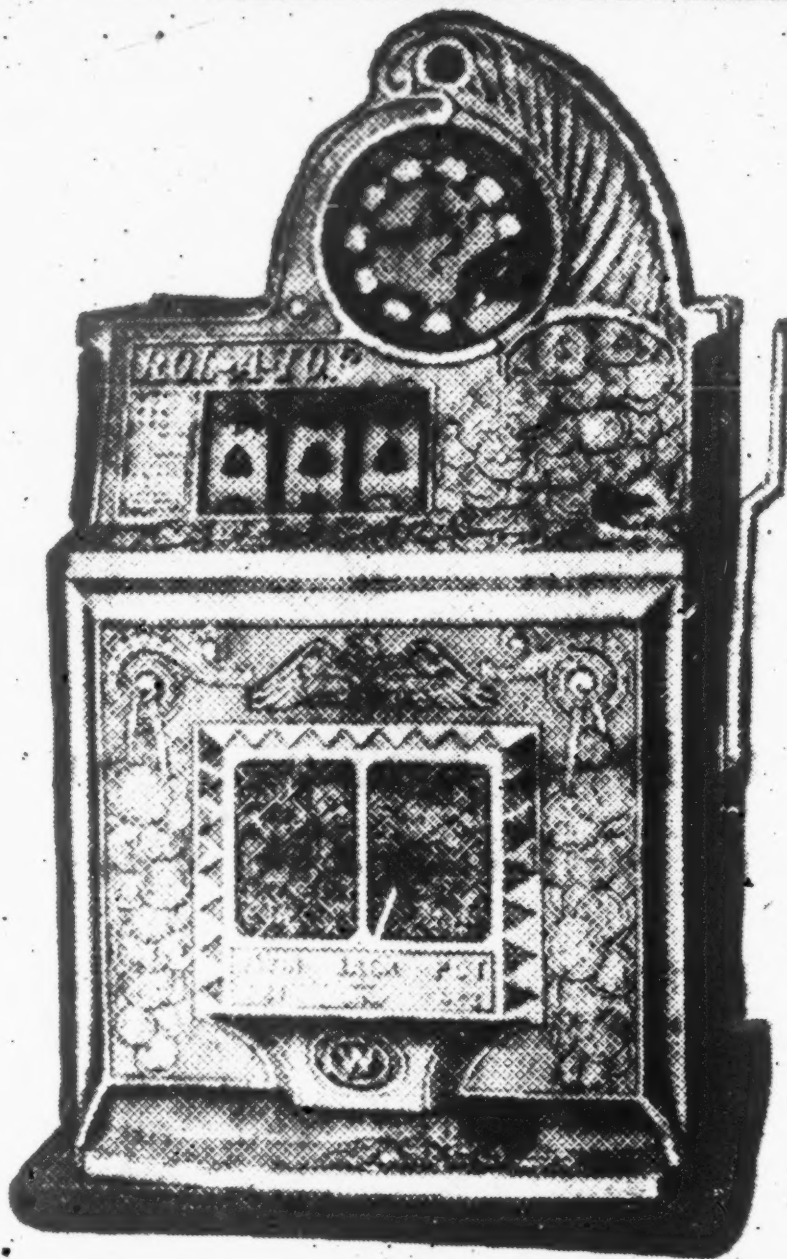
EXCLUSIVE NATIONAL DISTRIBUTOR, MILLS BELL PRODUCTS, 400 FULLERTON AVENUE, CHICAGO, ILL. & SAN FRANCISCO, CALIF.

Exhibit A-2

APPENDIX A

The Billboard

65

**ROL-A-TOP BELL**

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,

Bell, Front Vender and Gold Award
Built for 1c-5c-10c-25c Play

Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST.
CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770.
 Cable address "WATLINGITE" Chicago

APPENDIX A

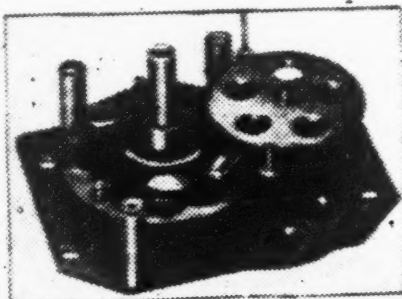
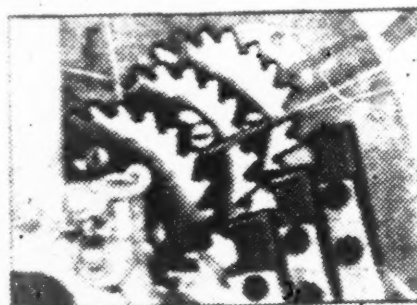
The New Jennings
SILVER CHUTE



CHROMIUM PLATED FRONT
 NEVER GETS DULL — EASY TO CLEAN

**REELS CAN'T
 BOUNCE**

NEW INTERLOCKING STOP LEVERS
 AND STAR WHEELS DO THE TRICK



**NEW HEAVY DUTY
 CLOCK**

WITH SYNCHRO-MESH GEAR DESIGN
 ELIMINATING WASHED TEETH — OVER-
 SIZE PAWLS ON CLOCK GEARS

SMOOTH OPERATING PERFECTION

UNINTERRUPTED PERFORMANCE ASSURES A FULL CASH BOX
 AND MINIMUM SERVICE CALLS

SEE FOR YOURSELF — 10 DAYS TRIAL OFFER

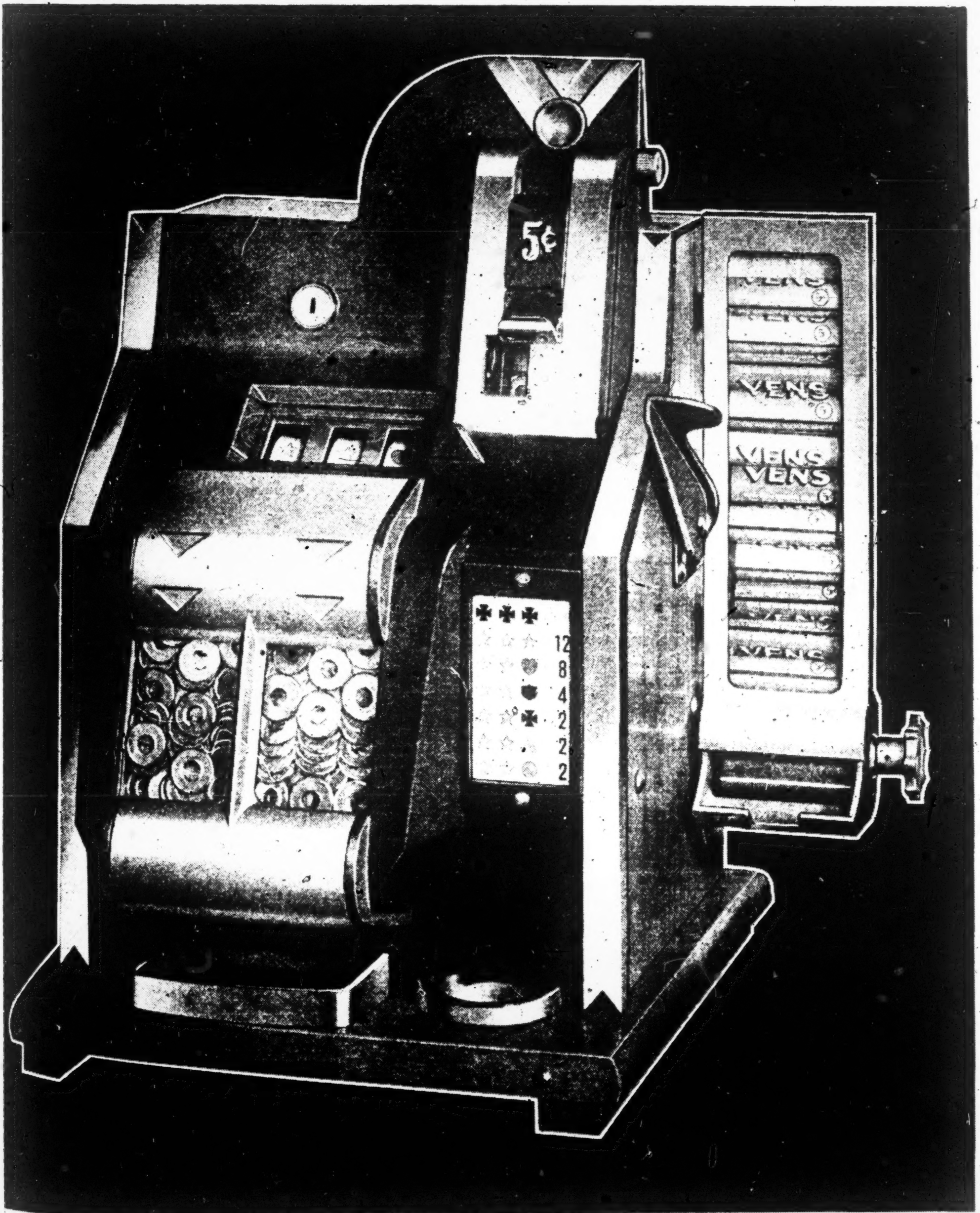
WRITE OR WIRE FOR IMMEDIATE SHIPMENT

OVER 32 YEARS
 MANUFACTURING COIN
 OPERATED DEVICES

RATED AAA
 SUBSTANTIAL AND
 DEPENDABLE

O. D. JENNINGS & COMPANY

APPENDIX B



QT Automatic Bell and Vender • Best Seller of All Best Sellers • Doesn't Know the Meaning of the Phrase "Service Call!"

BELLS

1c . . . \$47.50 Plus Tax

5c . . . \$52.50 Plus Tax

10c . . . \$54.50 Plus Tax

VENDERS

1c . . . \$49.50

5c . . . \$57.50

10c . . . \$59.50

SOLD ONLY TO OPERATORS • YOUR JOBBER HAS Q. T.

Exhibit B-1

give cash awards for high scores, low scores, extra balls, white lights, red lights, red-haired players holding even-numbered Social Security cards, and so forth* To this extent the free-game machine is a putative gambling device exactly like its non-free-game counterpart—and also exactly like the efficient, gravity-powered, durable and widely circulated device, manufactured by Uncle Sam, which is characterized by symbols colloquially known as “heads and tails.”

The gaming machine—the device capable of bona fide distinction from its innocuous simulators—is *the one which awards free games and then records those which are awarded but not actually played off*. There is nothing in the statutes under consideration in this case, nor anything in the pertinent legislative history, that suggests rejecting this distinction. The Treasury Department impliedly recognizes it (Regulation 59, Section 323.22, 26 C.F.R.) in characterizing as gaming devices *only* those pin-ball machines “with respect to which unused ‘free plays’ are redeemed in cash.” (Emphasis added).

In the Model Anti-Gambling Act, drafted by the American Bar Association Commission on Organized Crime in 1952 and approved and promulgated by the National Conference of Commissioners on Uniform State Laws,** the phrase “gambling device” is controlled by a definition similar to the generic definition contained in Section 4462(a)(2),*** and reading as follows:

“ . . . any device or mechanism by the operation of which a right to money, credits, deposits or other things of value may be created, in return for a consideration, as a result of the operation of an element of chance . . . ”

The drafters of the Model Act then acknowledge precisely the distinction being urged here by providing, as an optional

* Cf., *Lytle v State*, 50 Tex. Cr. App. 614, 100 S.W. 1160 (1907).

** Commission on Organized Crime, “Organized Crime and Law Enforcement,” N.Y., The Grosby Press (1952), pp. 57-91.

*** Quoted supra, at page 8.

addition to sanction the non-gaming and innocuous free-play machines:

*"[But in the application of this definition an immediate and unrecorded right of replay mechanically conferred on players of pinball machines and similar amusement devices shall be presumed to be without value.]"**

In sum, then, it is respectfully urged that petitioner's reference to the award of free plays as a test, *per se*, of the gaming character of these machines should be disregarded in disposing of this case; if the reference is not disregarded, it should be corrected and clarified by adding some explanatory reference to the recording feature which is, in fact, the vitiating element.

CONCLUSION

This amicus curiae respectfully supports the position of the petitioner, the United States, believing that the machines in issue are plainly "so-called 'slot' machines" subject to tax at the \$250 rate, that they are not amusement machines and cannot be identified with the latter to qualify for the \$10 rate, and that it was grossly erroneous to limit the statutory definition of gaming devices to the type of machine commonly known as the "bell" or "one-armed bandit" type. Therefore the opinion of the Circuit Court should be reversed, and the ruling of the District Court should be sustained. If this Honorable Court comments on petitioner's allusion to free plays, it should also explain the importance of the recording device which adapts free plays to gaming operations.

Respectfully submitted,

RUFUS KING

DOWNEY RICE

Southern Building

RICE AND KING

Washington 5, D. C.

Washington, D. C.

Attorney for Movant

Of Counsel for Movant

* Commission on Organized Crime, "Organized Crime and Law Enforcement," N.Y., The Grosby Press (1952), p. 65.

APPENDIX B

★ *New!*

★ *Efficient!*

★ *Perfect!*

MILLS GOLF BALL VENDER →

★ Built exclusively for Golf Clubs, it's the most efficient machine of its kind to do everything a golf ball vender should do.

★ It's a full fledged Vender but it pays for itself in mints or checks but strictly in Golf Balls.

★ Every coin played in is registered. Every ball paid out is registered.

★ Capacity 130 to 150 Golf Balls. It gives you extensive service, protects you against a needless waste of time and effort.

★ It is entirely automatic, works just like a Mills Mystery. It comes in a beautiful cabinet and through a large merchandise display window shows the Golf Balls, all of them nationally advertised.

★ If the machine runs out of Balls, it may be reloaded by the Pro. Each ball he gives out is registered. The Pro sells all his balls at highest prices charging them against the cash box.

★ Be the first to offer this marvel to all the clubs in your district, showing them what a coin machine can put in the treasury and how it can make the Club the most popular place in town!

★ This brand new Mills machine opens up a new form of operation. Go after the juicy golf ball business!

MILLS NOVELTY COMPANY
4100 Fullerton Avenue, Chicago

★

Prompt Delivery—Write for Special Quotations

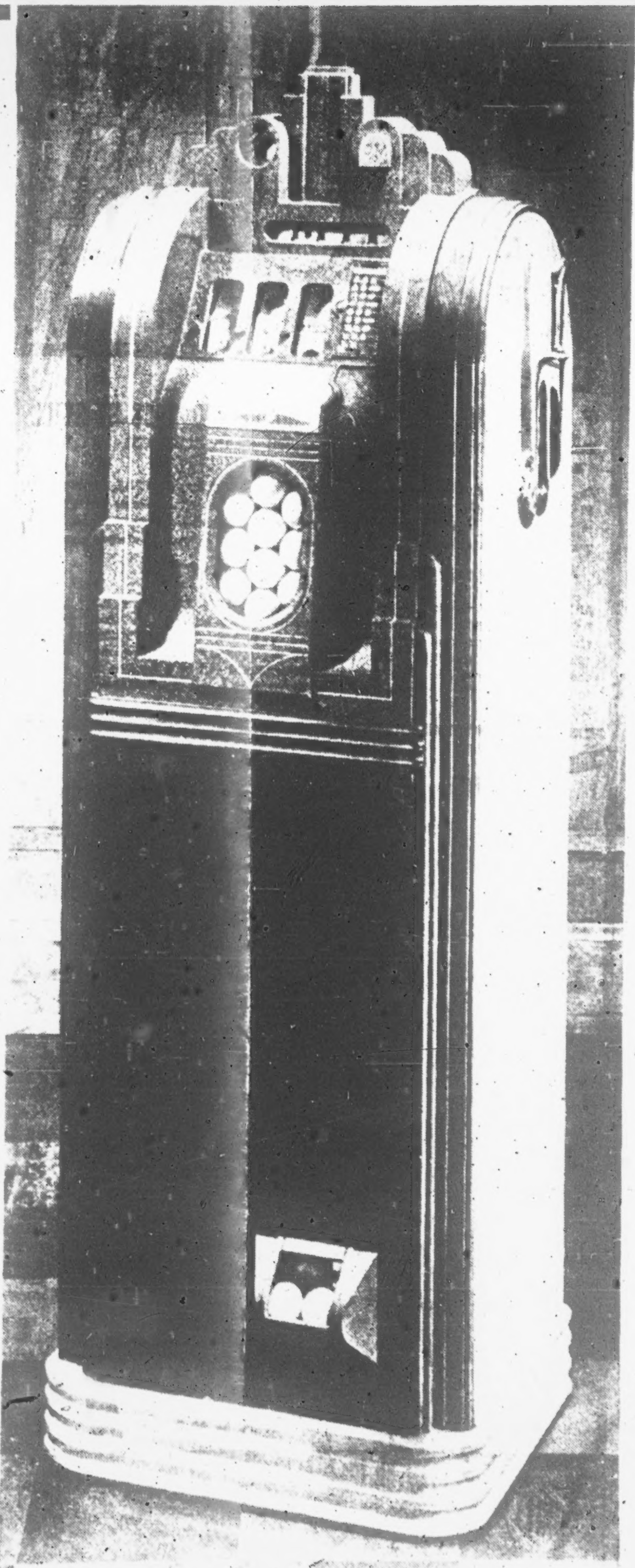


Exhibit B-2

APPENDIX B

Jennings Leads Again with A New Combination Cigarette Vender

Ciga-Rolla

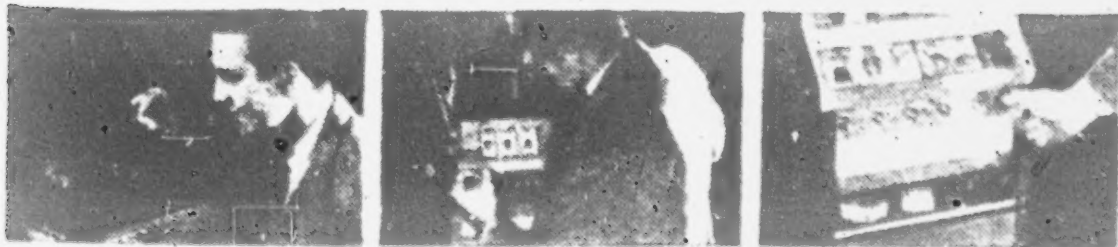
As always, the Leader in new engineering developments which have made it possible for wide awake coin machine men to continue profitable operations, Jennings engineering genius has produced and offers Ciga-Rolla — the machine which, instead of paying cash or check awards, automatically delivers packaged cigarettes, in awards of one to ten packages.

Because it's new — because it's different — because it delivers merchandise awards, not checks or cash — you can operate Ciga-Rolla in many districts where other machines are not permitted. New locations are available — better paying spots, where ordinary machines are ostracized by patrons and the public will welcome Ciga-Rolla.

Ciga-Rolla is engineered to make money, not only for the operator, but because it really sells merchandise, locations will demand it for you.

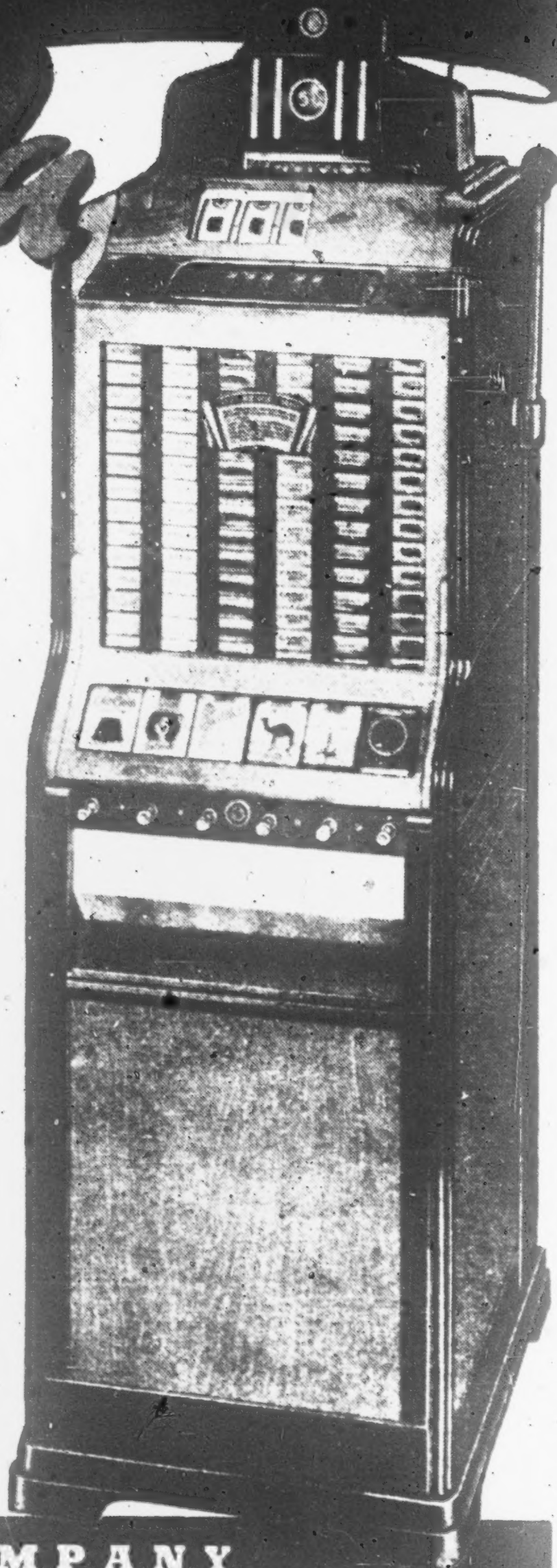
You're right — it plays like a bell — on winning combinations plays selected brand or assortment of brands desired. The famous Ciga-Rolla reel stop development known throughout the industry for its perfect perfection of operation guarantees uninterrupted service.

The entire country has been waiting for a new development in the coin machine — the solution to that big problem. "If I could only run this solved with Jennings Ciga-Rolla."



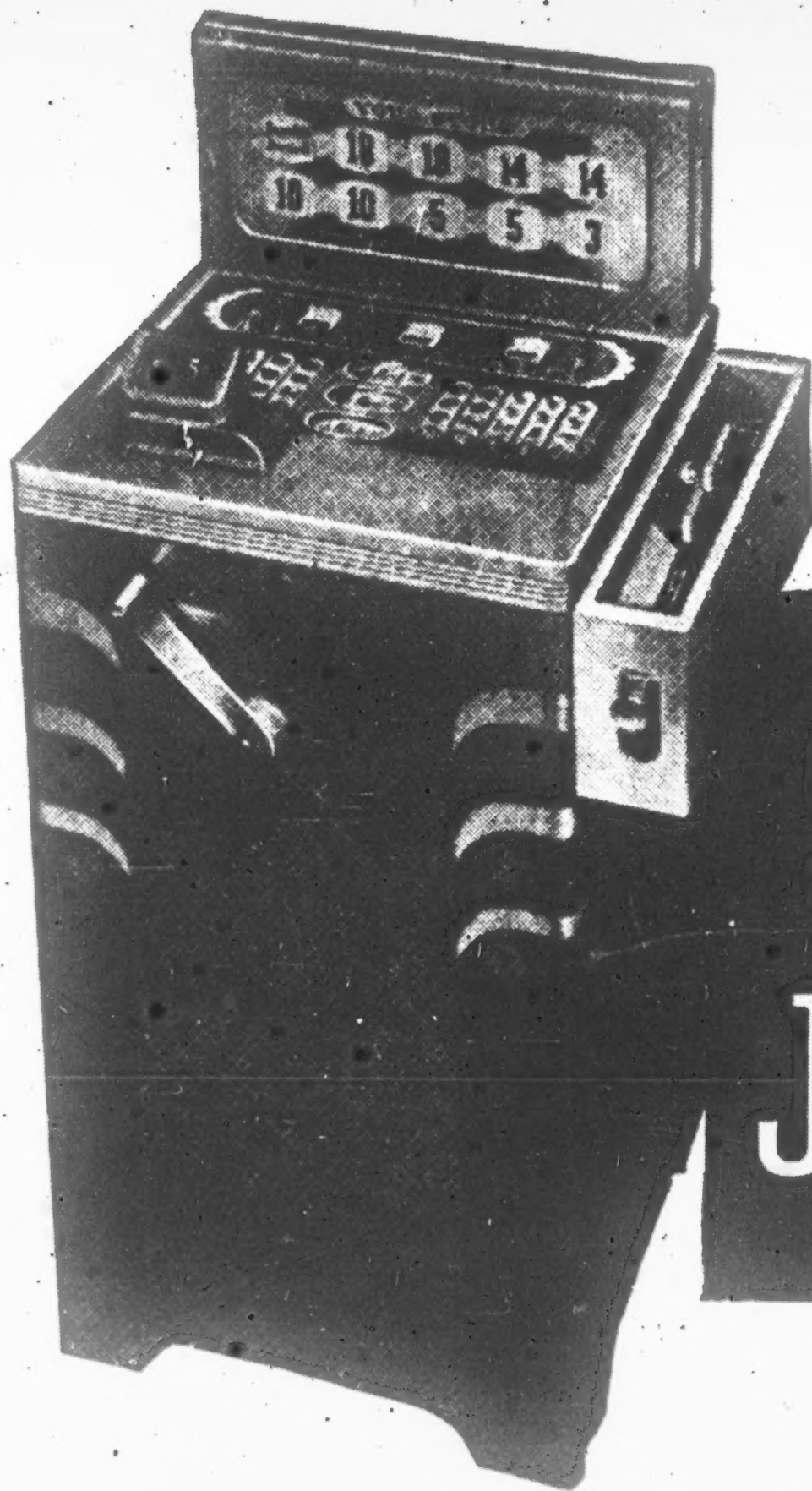
Player drops a nickel... pulls the handle and the reels spin... What a play appears!

Please Note: Territory is limited and new machines will be sold on a first-come, first-served basis. Make arrangements with the nearest Jennings representative for a demonstration. This can be done only with the factory or one of its 116 representatives.



O. D. JENNINGS & COMPANY
4312 West Lake Street Chicago

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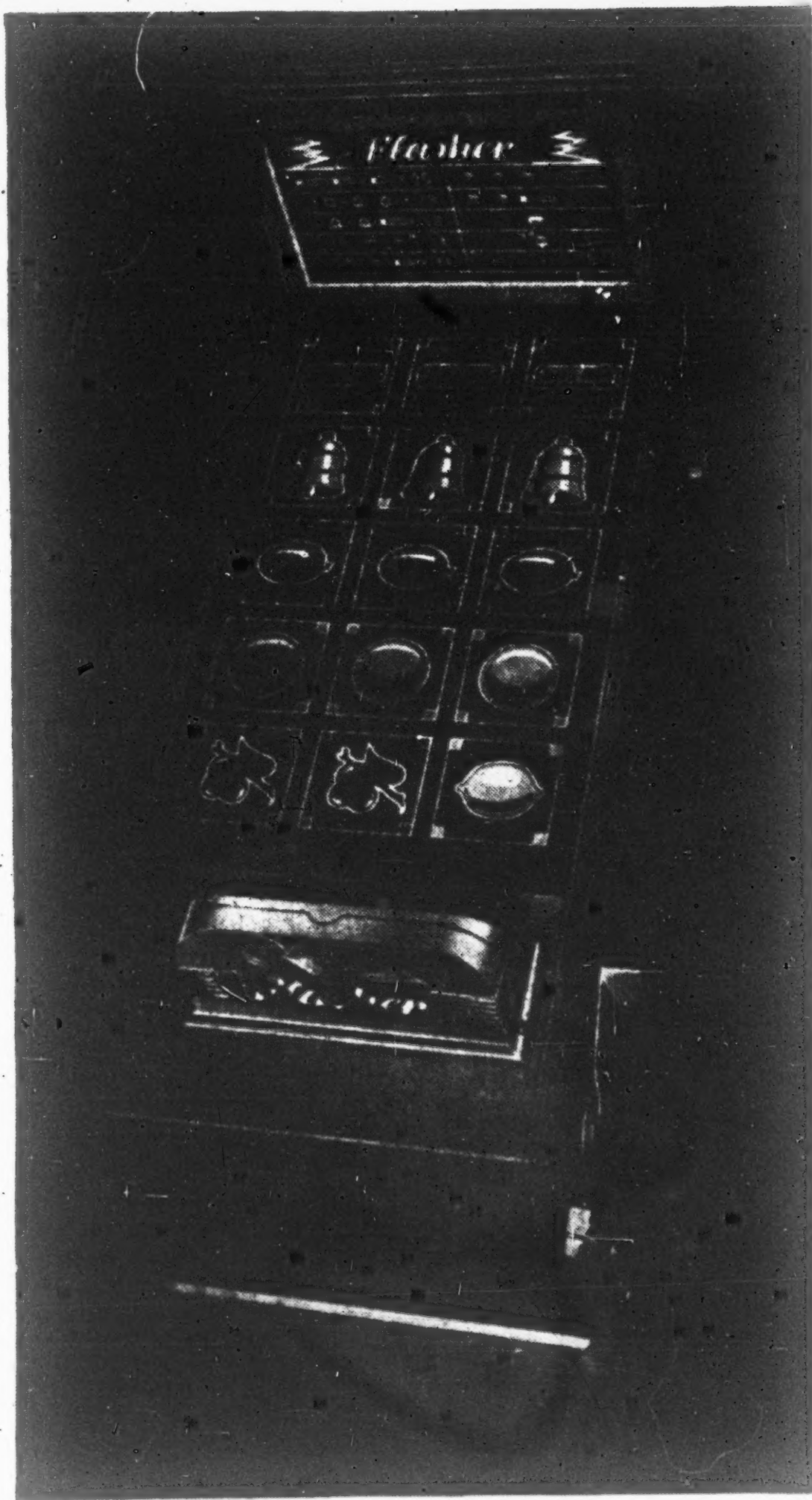
SKILL JUMBO

Jumbo Payout and Jumbo Free Play can now be purchased with special skill field attached which now makes this amazingly popular console into a bona fide pin table of a new shape. Order your skill Jumbos promptly!

MILLS NOVELTY COMPANY, 4100 FULLERTON AVENUE, CHICAGO

APPENDIX B

Flasher!



Flasher is a brand-new creation by Mills Novelty Company. Nothing like it has ever before appeared. It's a table! It's a game! It's a mer! No balls to shoot but more fascinating than any ball game you ever saw. A Bell in every meaning of the word, but a NEW BELL, illuminated, dramatized, simplified! Player deposits nickel and pulls handle. NOTHING ELSE TO DO. Glass is divided into 15 squares, each about 5 inches, showing mammoth bars, bells, plums, oranges, and cherries. ONLY ONE LEMON appears on the entire field. Lights flash from one character

to the other, and finally stop on three characters. The regular Bell award system—including JACKPOT—is used, and rewards delivered automatically. Immediate delivery.

F.O.B. CHICAGO

\$149⁵⁰
PLUS TAX

MILLS NOVELTY COMPANY
4100 FULLERTON AVE., CHICAGO, ILL.

APPENDIX B

AGAIN EVANS SCORES A SCOOP!

Streamline COUNTER and CONSOLE GAMES - A YEAR AHEAD



THE Games of Tomorrow! Originated by EVANS! Brought to you far in advance of imitators, so that you can enjoy their Super-Earnings **WITHOUT COMPETITION!**

These new swanky Streamliners pack Super-Earning power into the smallest space! 16 1/2" wide, 13 1/2" high, 18 1/2" deep. Console models place them deep, base, 15" deep, 20" base, anywhere!

Both machines reproduce favorite games in fast, intriguing "Bingo" — the KEENO is Automatic. "Bingo" — the game that's tops wherever crowds gather! BONUS is based on the ever popular cross-word craze! Stunning to the modern tempo! Liberal pay-beauty, lively action and liberal play and outs get record-breaking "play and repeats! Odds 2-1 to 20-1. Test locations report performance and profits that put EVANS' precision engineering! Months of testing and perfecting! Mechanically RIGHT — ABSOLUTELY FREE FROM BUGS! Guaranteed to deliver the PERFECT PERFORMANCE for which EVANS is world-famous!

Get the jump on your competitors by putting these Super-Money-Makers into your locations at once! Order immediately on our Money-Back Guarantee!

KEENO

BONUS

MONEY-BACK GUARANTEE
If for any reason you are dissatisfied with any EVANS Game return it within 10 days from date of delivery and we will refund your money!

EITHER
GAME
Counter Model

\$99.50

SAFE STAND CONSOLE.
\$21.00 EXTRA
CHECK-SEPARATOR.
\$7.50 EXTRA
TICKET MODEL.
\$12.50 EXTRA
MINT VENDOR AND CHECK SEPARATOR.
\$17.50 EXTRA

Plus Tax

CREATORS OF GAMES OF THE FUTURE

Order from your Jobber or Direct

H. C. EVANS & CO., 1522-28 W. ADAMS ST., • CHICAGO

APPENDIX B



Exhibit B-7

HIALEAH

Twin

PIN GAME AND
SPINNER-LITE

CONSOLE

Special

EVANS' NEW 7-COIN HEAD

WITH
PATENTED
REMOTE
PAYOUT
CONTROL

**PERFECT WHERE AMUSEMENT
GAMES ONLY ARE PERMITTED!**

TWO GAMES IN ONE with amazing new
to meet every location requirement!
can be operated for payout, checks, ticket
amusement only—or with Evans' Re-
mote Payout Control for "over the coun-
try" awards. Answers your problem of
making top profits everywhere!

HIALEAH SPECIAL gives racing fans
DOUBLE chances to win! First by pin-
ball play, matching selection indicated.
If no hole is made, then **FREE PLAY** on
Spinner-Lite comes up and player may
win! Odds 2-1 to 40-1!

EVANS' REMOTE PAYOUT CONTROL
Unit (6" wide, 8" long, 3" high) may be
placed anywhere. Registers payouts due
player, so location owner need not leave
to work.

EVANS' NEW 7-COIN HEAD—last 3 coins
visible—is absolutely gyp-proof. Prevents
coin chute grief and increases profits.
Acknowledged by experts and big-time
operators as the best in the business.
Scores of other features plus Evans' famous
engineering guarantee perfect perform-
ance.

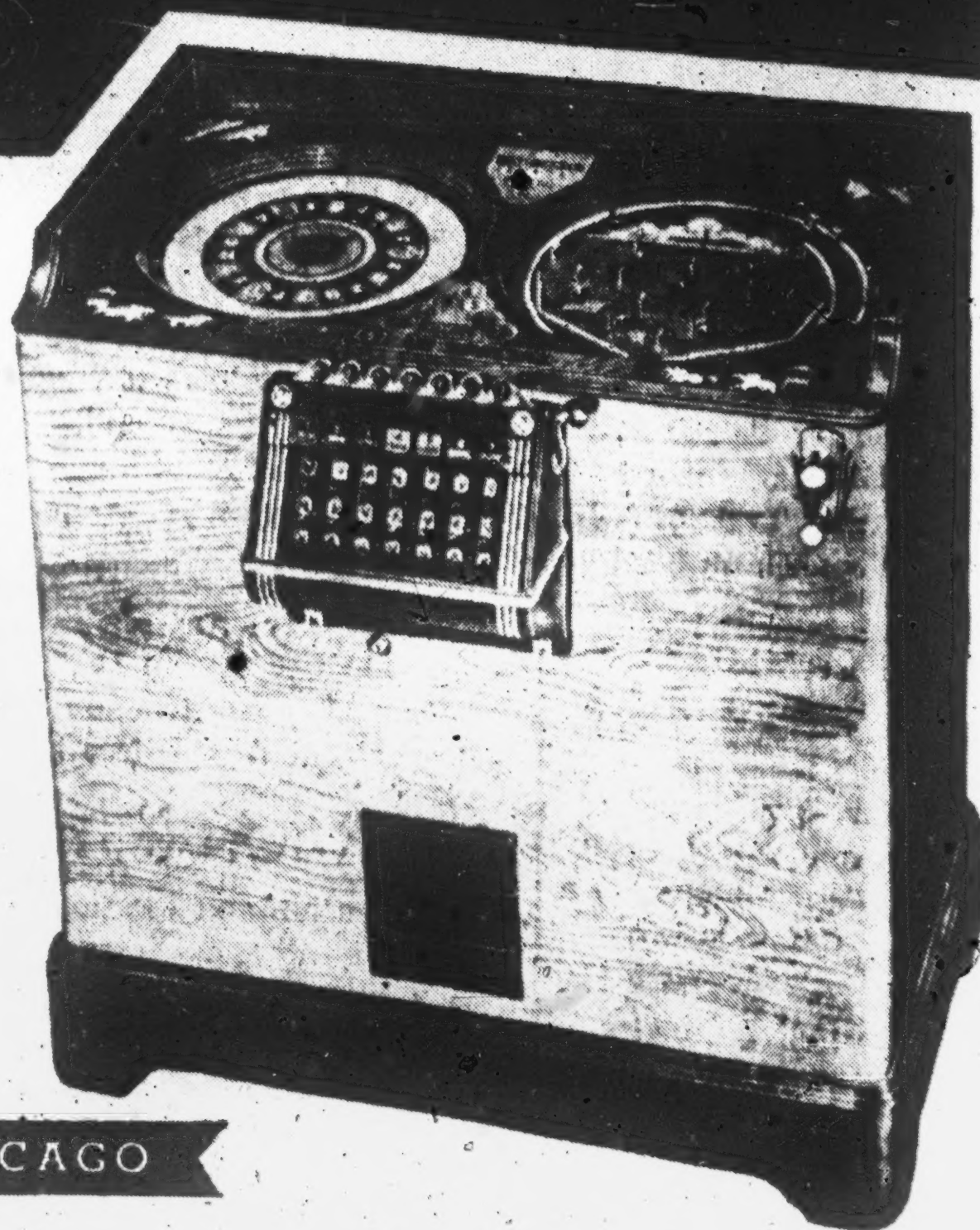
*Write for Evans' Franchise Plan — Biggest
Money-Maker in the Industry! Get the
Dope Quick for Your Territory!*

OTHER EVANS' WINNERS!

PROFIT-SHARING PHONOGRAPH
BY-A-BLADE ROLLETO SR.

WRITE FOR CIRCULARS!

At your Jobber or Write, Wire or
Phone Haymarket 7630.

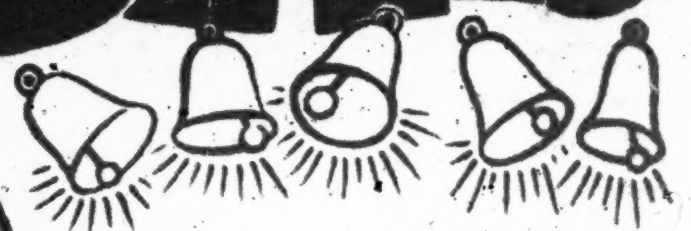


H. C. EVANS & CO. 1520-1530 W ADAMS ST CHICAGO

APPENDIX B

**THE ANSWER TO AN
OPERATOR'S PRAYER!**

PAMCO BELLS



**CHERRIES • ORANGES • PLUMS
BELLS • BARS**

**SEE THOSE BELL MACHINE
SYMBOLS ON PLAYFIELD
AND LITE-UP BACKBOARD**

**AN ALL-TIME
WINNER!**

PRICED LOW AT

\$89

**GET THAT
BIG
MONEY
NOW!**

**SIZE
50"
BY
24"**

**SUPER
DELUXE
BIG
STANDARD
PAMCO
PAYOUT
TABLE
CABINET**

*Write Wire
for Immediate Deliveries!*

U. S. PATENT 2,029,177

PACIFIC AMUSEMENT MFG. CO.
4213 WEST LAKE ST. • CHICAGO, • ILL.
1320 SOUTH HOPE ST. • LOS ANGELES • CAL.

Exhibit B-10

APPENDIX B

Take the games that Took the Show!

PAMCO "HI-DE-HO"

PAMCO "RACES"

"HI-DE-HO"

The new 'bumpety-bump' 1-shot game that plays both sides against the middle of the lit-up board. Bumping ball animation from top to bottom. The Champion of the Show!

Pamco "RACES"

Smart new 1-ball payout table with famous bowl-type scoring. 'Odds' of 10 to 150 on 'Win'—'Place' and 'Show'. They 'went' for Pamco 'RACES'!

SIZE
50"
by
24"

SIZE
50"
by
24"

PROFIT
WITH
PACIFIC

IT'S A
PACIFIC
YEAR

Furnished in bumper-type Novelty Model with two-way scoring—plus the popular idea of matching lights. In the Payout and Ticket Models also!

PAYOUT, \$139.50 • TICKET, \$149.50 • NOVELTY, \$64.50

With 9 coins each play—Pamco "RACES" runs the Bowl and Odds-Commutator up into MORE MONEY-POWER than ever before!

• PAYOUT . . . \$189.50 • TICKET . . . \$199.50

Pacific Amusement Mfg. Co.

Get Advance Deliveries from
Your Nearest Distributor at Once!

4223 W. LAKE STREET, CHICAGO, ILLINOIS
1320 S. HOPE STREET LOS ANGELES, CALIF.

Exhibit B-11

FREE GAME

MODEL of AK-SAR-BEN

LEGAL

Favorable legal opinions and judicial decisions establish the legality of Free Game model of Ak-Sar-Ben! Write at once for complete information on how to build up your territory with Free Game Ak-Sar-Ben!

MAKES OPERATING POSSIBLE and PROFIT-ABLE EVERYWHERE! WESTERN'S SENSATIONAL PAYOUT HIT NOW IN FREE GAME MODEL OPENS UP NEW TERRITORIES—REVIVES OLD LOCATIONS BECAUSE IT'S PROVED LEGAL EVERYWHERE!

MULTIPLE PLAY PAYOUT

6 Way Multiple Play — Mystery Chute—Variable Odds—First, Second, Third Purse Awards!

SINGLE-COIN PLAY PAYOUT

available for locations favoring 1-coin play.

WESTERN EQUIPMENT & SUPPLY COMPANY

925 W. NORTH AVE.,

CHICAGO.



1. Free Game Totalizer! Shows number of Free Games won.
2. Veeder, Counter! Records Free Games "Taken off" by store-keeper.
3. Handy Button Clears Free Games from totalizer.
4. Skill Shot! Makes Western's Free Game Ak-Sar-Ben a 1, 2 or 5 ball game at operator's option.
5. Coin Chute Takes Nickels even tho Free Games won have not been played off.
6. Switch Permits Operation of Coin Chute without insertion of coin if player has Free Games coming.

Exhibit B-12

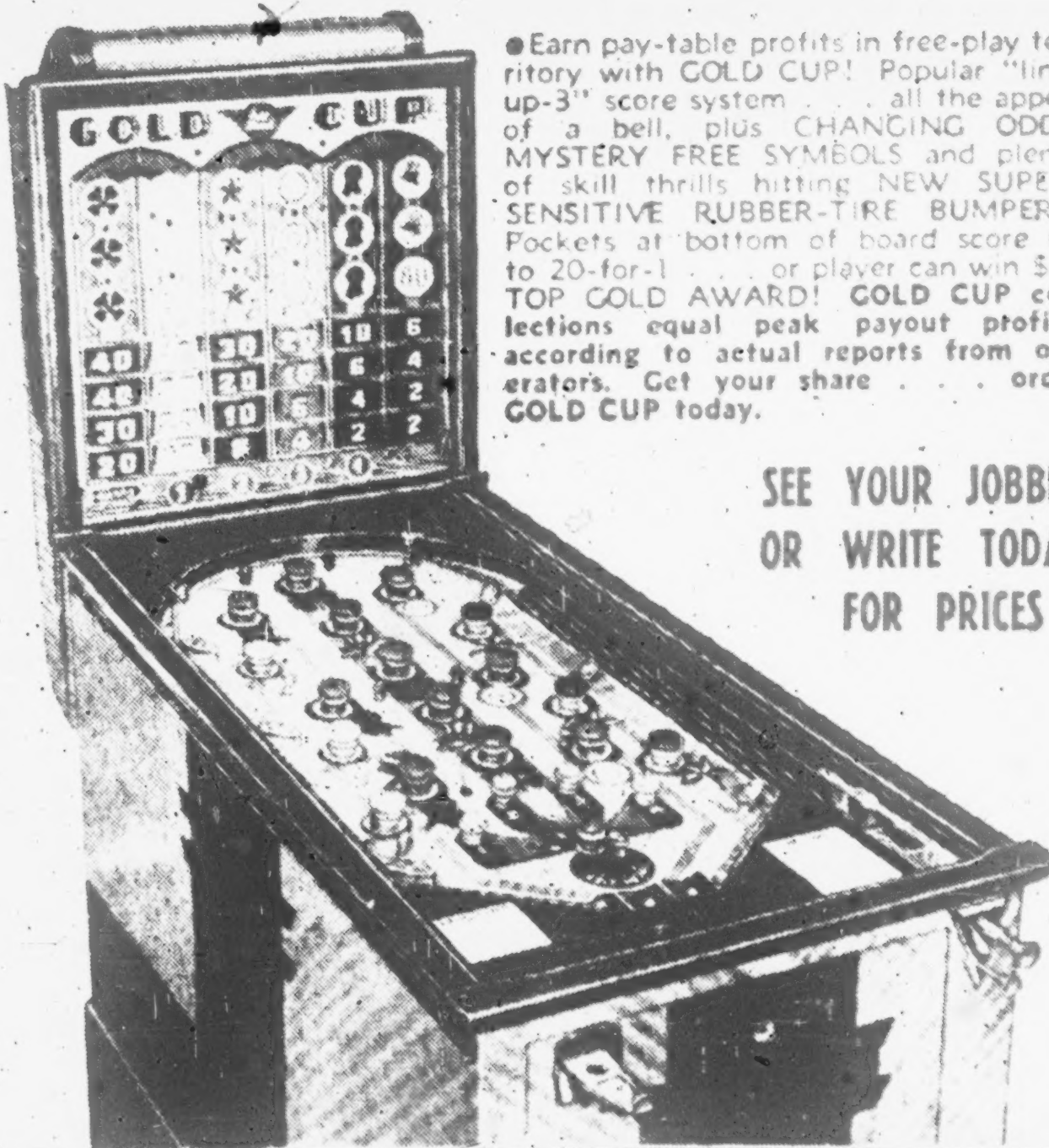
APPENDIX B

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free play operators!

GOLD CUP

FREE PLAY MULTIPLE ONE-SHOT



● Earn pay-table profits in free-play territory with GOLD CUP! Popular "line-up-3" score system . . . all the appeal of a bell, plus CHANGING ODDS, MYSTERY FREE SYMBOLS and plenty of skill thrills hitting NEW SUPER-SENSITIVE RUBBER-TIRE BUMPER! Pockets at bottom of board score up to 20-for-1 . . . or player can win \$25 TOP GOLD AWARD! GOLD CUP collections equal peak payout profits, according to actual reports from operators. Get your share . . . order GOLD CUP today.

SEE YOUR JOBBER
OR WRITE TODAY
FOR PRICES

PICK-EM "spottem" type novelty or free play game with "Spot-Selector" feature; VOGUE "spottem" type novelty or free play game with "Free Spots" feature and "Futurity" award; CHAMPION high score novelty or free play game; GOLD MEDAL bumper-type multiple one-shot; GRAND NATIONAL pins-and-pockets "Grandstand style" multiple one-shot with reserve feature. See your jobber or write for folders.

BALLY MFG. COMPANY

2640 BELMONT AVENUE,

CHICAGO

APPENDIX B

Bally's PREAKNESS



**1-SHOT • CHANGING ODDS • PAYOUT
AWARDS ON WIN • PLACE • SHOW
AND 4TH PLACE PURSE**

DOMINATING SIZE! SPECTACULAR FLASH!

Player gets from 1 to 7 Selections each game—
can win on Win, Place, Show AND 4TH PLACE
—28 winners possible on a roomy, wide-open
board—and 40-TO-1 TOP ODDS! See the
dazzling flash of the big 14-INCH-HIGH
LIGHT-BOX—the sizzling spring-action
of the play-field—the simple, sturdy
mechanism—positive ADJUSTMENT
feature — and you'll see why
operators call PREAKNESS the
fastest money-maker Bally
ever built! ORDER YOURS
TODAY — BY WIRE!

54 IN. BY 26 IN.

**PAYOUT
\$149⁵⁰**

TICKET: \$159.50

**POWER-PAK
EQUIPPED**

**NO CHARGE FOR
CHECK SEPARATOR**

1/3 with order, balance C.O.D.
L. & L. Chicago.

**VOLUME
DELIVERY
POSITIVELY
MONDAY
OCT. 5**

**RUSH YOUR
ORDER!**

- IN-A-DRAWER MECHANISM
- 12-COIN ESCALATOR
- A. B. T. 400 COIN CHUTE

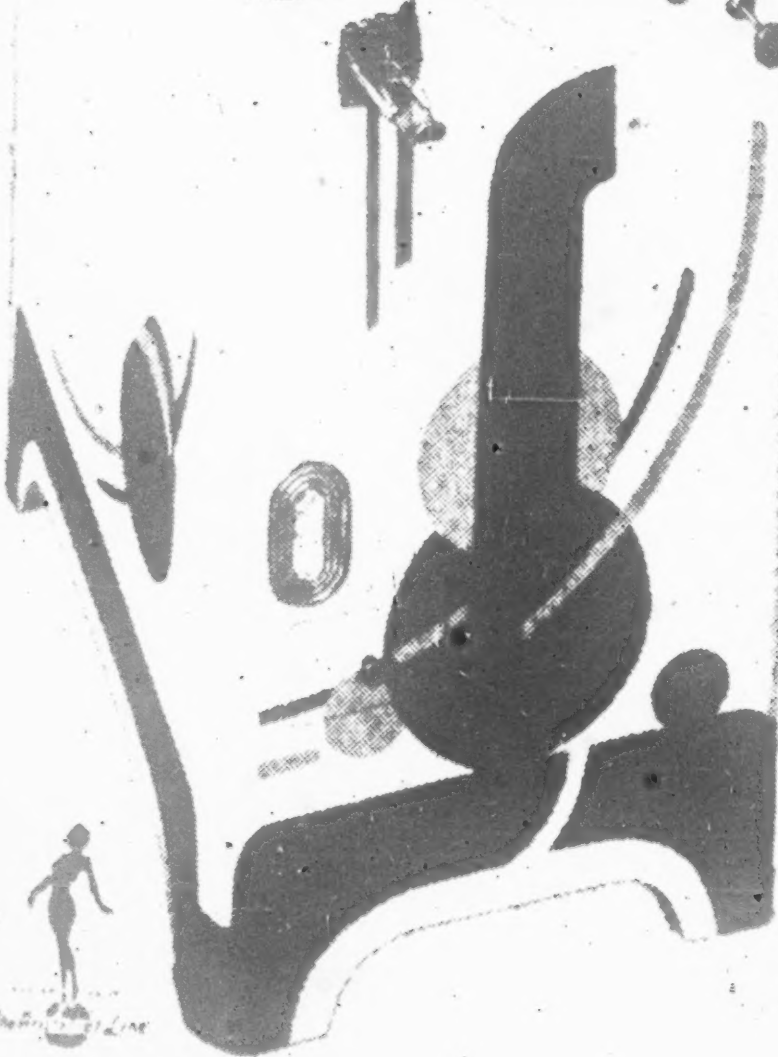
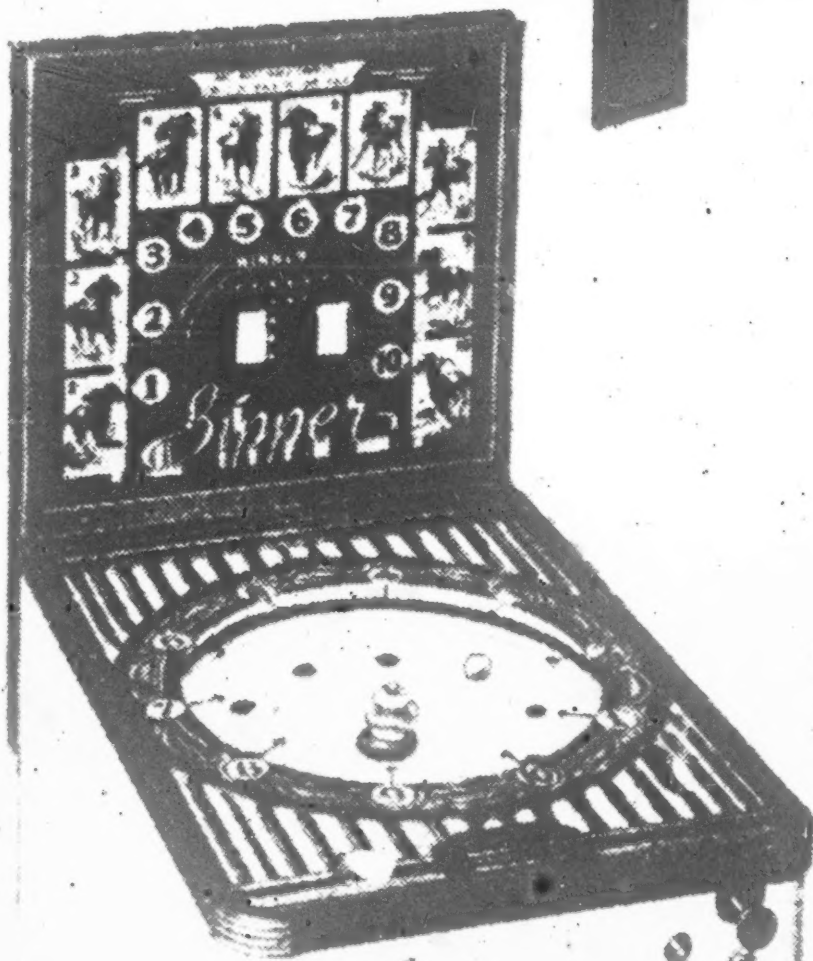


BALLY MFG. CO.

2640 BELMONT AVE., CHICAGO, ILL.

APPENDIX B

★ A COMPACT PAY-TABLE Zipper



ONE BALL CONSOLE

Incorporates a fascinating play idea. Bowl action combined with holes and kicker. Fast and thrilling.

Flashy illuminated back-panel with race horse symbols.

Full payout control.

Motor driven selector and payout unit.

Precision built throughout.

Ticket, cash or check models available.

Zip to town with Zipper.

Stoner Corp.

AURORA • ILLINOIS

WE'LL BE LOOKING FOR YOU
AT THE STEVENS DECEMBER 12th TO THE 15th

APPENDIX B

10 MONTHS

OF CONTINUOUS PRODUCTION...
STILL AMERICA'S FAVORITE PINBALL GAME



Bally TURF KING has been doing a big job for a long time. For 10 solid months, TURF KING has been entertaining the public. And for 10 solid months, operators have been doing a booming business. Made by the makers of the most successful pin games ever produced, TURF KING is the No. 1 hit in the pinball field today. Order from your Bally distributor now.

Bally MANUFACTURING COMPANY

2640 BELMONT AVENUE CHICAGO 18, ILLINOIS

APPENDIX B

UNITED'S **TRIPLE PLAY**

NEW, FLASHY 3-CARD IN-LINE GAME

**WHEN PLAYER LIGHTS
EACH CARD
SCORES**
Panel
**ALL CARDS
SCORE
INDIVIDUALLY**
Highest Score Only

**FIRST COIN
LIGHTS FIRST CARD**
**SECOND COIN
LIGHTS SECOND CARD**
**THIRD COIN
LIGHTS THIRD CARD**
Plus
Advancing Score

ADVANCING SCORES
UMC PENNANT FEATURE
4 CORNERS SCORE 5-IN-LINE EACH CARD
LITE A NAME CARRY-OVER FEATURE
NUMBER SELECTION FEATURE
NEW, QUIET MECHANISM—50 VOLT CIRCUIT
EXTRA BALLS
TIME FEATURE

OTHER UNITED HITS
NOW AT YOUR DISTRIBUTOR

**6 PLAYER
SHUFFLE ALLEY
BOWLING GAMES**

VENUS Shuffle Targetto
Smooth, Quiet
Skee-Skill Game

DERBY ROLL
2-Player Rubber Ball
Roll Down Game with
Race Horse Animation
5th INNING
4-Player Baseball Game

**See
Your
Distributor**

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 12, ILLINOIS

APPENDIX B

Greater than GAYETY! Better than BIG-TIME!

4 MAGIC LINES

MAGIC POCKETS

New **Score Booster** *Lites*
WITH SUPER-CARD PLAY-APPEAL

New 10-SERIES **Advancing Scores**

**CORNER SCORES
SPOT NUMBERS
EXTRA BALLS**

New High-Speed Coin-Flash
New improved spin-mechanism and special fast motors result in faster flash ever seen on a pinball game, speedier coin-play, increased earning power.

New Speedy Ball-Clearance
Balls from 7 top rows (Magic-Pockets) do not roll down play-field at end of game but are immediately cleared through hole at top of board.

SEE BALLY BOWLERS ON PAGE 35

BALLY MANUFACTURING COMPANY - 2640 Belmont Avenue - Chicago 18, Illinois

Exhibit B.18

APPENDIX B

Bally[®] Hi-Fi

famous **IN-LINE** features
plus new exciting
SKILL-ACTION

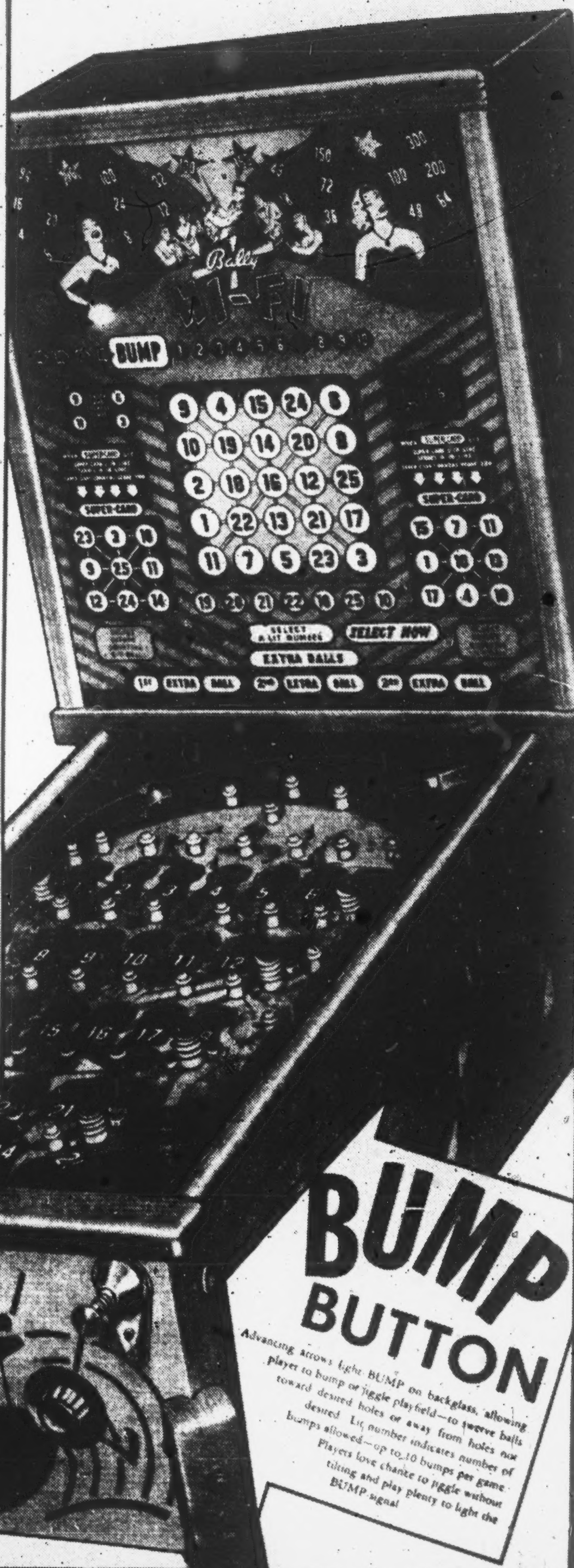
NOW in-line scoring is more thrilling than ever, earns more money than ever—thanks to the new BUMP-feature. Electrically operated, the new Bally BUMP-mechanism eliminates player-fatigue caused by hand-operated devices—and gives more action and skill control. Smooth and quiet in operation, BUMP-feature gets immediate extra play and profit. Get in on the ground floor of the 1954 BUMP boom. Get HI-FI on location now.

IN-LINE SCORES • CORNER SCORES

ADVANCING SCORES • SELECT-A-SPOT

EXTRA TIME • EXTRA BALLS

SUPER-CARDS • SPOT ROLL-OVERS



Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

Exhibit B-19

APPENDIX B

SEE NEWEST IN LINE SENSATION

Bally VARIETY

AT YOUR FAVORITE DISTRIBUTOR TODAY

INCREASE PINBALL EARNINGS

WITH AMAZING **Magic-Lines** FEATURE

Card-numbers actually move
UP and **DOWN** like magic!

See Magic-Lines in action in Bally VARIETY! See Card-numbers change before your eyes as the top-sided line-ups of 10 numbers magically straightened out and suddenly line up! You'll see why every location-report rates VARIETY as the most popular pinball in town!

MORE WAYS TO SCORE!

Play any of the 10 new ways to score. Card numbers UP or DOWN. Play any of the 10 numbers. The card on which numbers in normal position. When you turn the knob, the card goes up or down. Our top-sided line-up by the way, is the only one of its kind. Players find Magic-Lines as exciting as the game itself. They'll keep up their enthusiasm with every play.

Famous Features

10 new ways to score. Card numbers UP or DOWN. Play any of the 10 numbers. The card on which numbers in normal position. When you turn the knob, the card goes up or down. Our top-sided line-up by the way, is the only one of its kind. Players find Magic-Lines as exciting as the game itself. They'll keep up their enthusiasm with every play.

Player Turns Knobs to move first 3 lines of card UP OR DOWN for best scoring arrangement

10 new ways to score. Card numbers UP or DOWN. Play any of the 10 numbers. The card on which numbers in normal position. When you turn the knob, the card goes up or down. Our top-sided line-up by the way, is the only one of its kind. Players find Magic-Lines as exciting as the game itself. They'll keep up their enthusiasm with every play.

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

APPENDIX C

BAFFLE BALL

*The Biggest Amusement Value Ever
Offered in Coin Machine History?*

Trial Machine **\$17.50**
only

5 or More... \$17.00

10 or More... 16.00

25 or More... 14.00

Special Steel
Stand 2.50

Write for
Quotation
on Larger
Quantities

Pays for
Itself
**FIRST
WEEK**

Baffle Ball is the proven King Pin
of them all. Operators are report-
ing bigger earnings than ever.
Cash in on Baffle Ball popularity.



L—24"
W—16"

**BUILT FOR
LIFETIME
SERVICE**

7 Plays for 1c

Exhibit C-1

NO PRICE INCREASE

We anticipated rising costs and advanced CASH to our sources of supply to protect our customers.

Exhibit C-2

36" x 18"



Fastest
selling game in
America!

**BIG
BROADCAST
SPECIAL**

Repeat orders for this great machine keep production at top speed. Records of leading operators show it pays to *concentrate* on Big Broadcast! Add to your route now for big summer play.

3 Models
\$21⁵⁰ **\$22⁵⁰** **\$45⁰⁰**
Special Senior
Include Legs and Tax
Third with Order, Certified Check
Balance C. O. D.

D. GOTTLIEB & CO., 4318 W. Chicago Ave., Chicago, Ill.

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ATLANTA
123 Hurt Bldg.

PITTSBURGH
Forbes & Stevenson Sts.
MILWAUKEE
1125 N. Water St.

CINCINNATI
1922 Freeman Ave.
MINNEAPOLIS
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ST. LOUIS
4505 Manchester

DALLAS
1108 Main
KANSAS
3404 M

WINNIPEG, CAN., 115 Phoenix Bldg.

APPENDIX C

APPENDIX C

A "Come On" they Can't Resist!

RELAY

Breaks All Records for Repeat Play!

ANOTHER GOTTLIEB HIT!

RELAY opens an entirely new angle of player appeal! An original "come-on" innovation that means bigger, longer play and higher profits for location owner and operator. Once a player starts playing RELAY he'll continue, because to stop is to rouse a thought that the next player will get the winning score. In playing RELAY if a ball strikes the Relay Hole, the balls held by the three relay Traps automatically drop into higher score pockets. If at the end of the game, the Relay Hole remains un-tilled, the next coin inserted clears the entire board of balls except those held by the Relay Traps. These balls remain on the board until the Relay Hole is struck. The possible high scores that these balls may yield serve as a powerful incentive for the next game. Operate RELAY and learn that a remarkable money-maker it really is!



Size
38 in. Long
17 in. Wide

A REAL BUY!

RELAY TRAPS • TANTALIZ-
ING SPINDLE SPRINGS •
NEW 38" x 17" CABINET •
FAMOUS A. B. T. CHUTE
• NEW BALL LIFT AND
PLUNGER • COILED RE-
BOUND SPRING • POSITIVE
ANTI-TILT • FLOOR LEVEL
GAUGE—AND MANY OTHER
QUALITY FITTINGS
NEVER BEFORE FOUND IN A
LOW PRICED MACHINE!

Complete with Legs
1 or 100

\$26⁵⁰

Tax Paid F. O. B. Chicago

Electric Bell which rings automa-
tically each time ball strikes Relay
Hole, extra \$1.50

D. GOTTLIEB & CO.

2736-42 N. PAULINA ST., CHICAGO, ILLINOIS

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20 W. 17th St.

DALLAS:
2118 Jackson St.

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LONDON, ENGLAND: Burrows Automatic Supply Co., Ltd., 78-81 Fetter Lane

CANADA—D. Gottlieb Co., 115 Phoenix Bldg., Winnipeg, Canada

Greatest Value in the Low Priced Field!

Exhibit C-3



The blazing beauty of FIRE CHIEF is one of its many outstanding qualities. Its playing field is of natural wood, artistically colored and designed, and set into an attractive walnut finished decorative cabinet.

Here Comes the FIRE CHIEF

A NEW JIGSAW

FIRE!—The cry that brings children to their feet. Craning, looking, running to see the sight. The sound of the piercing shriek of the siren, the flame and the crackle of fire—thrillingly absorbing, thrilling.

And, now, for the first time in history, all the fascinating excitement of a fire is reproduced mechanically for the public in a new game-wonder.

HOW IT IS PLAYED

Insert a coin and let FIRE CHIEF unfold its amazing action. Immediately the light-up rack bursts into flame. The "S.O.S. Alarm" pocket is filled, and rings the fire alarm. The "S.O.S. Light" is illuminated! If the machine light is turned off and play is void.

Now skillfully extinguish the blaze by directing the ten one inch marble balls to certain pockets. Each of the sixteen pockets when filled extinguishes one to four of the ship that is on fire. It is possible to put out the blaze with four balls by filling each of the four "Life Preserver" pockets, each controlling four sections. Two balls placed in both

7-DAY MONEY-BACK GUARANTEE
FIRE CHIEF is guaranteed to be everything we say it is. If in seven days you don't think it one of the finest money-makers you've operated, return the machine and your full purchase price will be refunded. You can't lose!

Tax Paid F.O.B. Chicago

49.50

Here Comes the FIRE CHIEF

A NEW SENSATIONAL JIGSAW PUZZLE IN LIGHTS

FIRE!—The cry that brings men, women and children to their feet. Craning, looking, running to see the sight. The sound of fire apparatus, the piercing shriek of the siren, the spectacle of flame and the crackle of fire—all are devastatingly absorbing, thrilling to the nth degree!

And, now, for the first time in coin machine history, all the fascinating excitement of a fire, reproduced mechanically, is offered to the public in a new game-wonder—FIRE CHIEF!

HOW IT IS PLAYED

Insert a coin and let FIRE CHIEF unfold its amazing action. Immediately the ship on the light-up rack bursts into flame. Aim for the "S.O.S. Alarm" pocket, which must be filled, and rings the fire alarm, two red lights flash and the "S.O.S. Light" on the rack is illuminated! If the machine light is turned off and play is void.

Now skillfully extinguish the blaze by directing the ten one inch marble balls to certain pockets. Each of the sixteen pockets when filled extinguishes one to four of the sixteen sections of the ship that is on fire. It is possible to put out the blaze with four balls by filling each of the four "Life Preserver" pockets, each controlling four sections. Two balls placed in both

7-DAY MONEY-BACK GUARANTEE
FIRE CHIEF is guaranteed to be everything we say it is. If in seven days you don't think it one of the finest money-makers you've operated, return the machine and your full purchase price will be refunded. You can't lose!

Tax Paid F.O.B. Chicago

49.50

many outstanding qualities, colored and designed, and set

APPENDIX C

SURPRISE OF 1

Outstanding Low Price Hit

SLUGGER

5-BALL BASEBALL NOVELTY

The big Gottlieb-quality game at an unbelievable low price! Massive cabinet, 22"x44". Giant backboard, 22" square, flashes animated lights running the bases. Runs recorded on score board. Mystery slot revolves, new ingenious twin spinner discs. Lower disc shows Visiting Team, which represents odds. Top disc shows score which player must beat to win. An assortment of award cards furnished. New simplified mechanism, mushroom-type bumper-springs, new barrel and coil springs. All the play and appeal of highest priced payouts, at believe it or not.

IMMEDIATE DELIVERY
ON ALL MACHINES

\$69⁵⁰

D. GOTTlieb & CO., 2736-42

APPENDIX C

New! **GLOBE TROTTER**

5-BALL NOVELTY
SENSATIONALLY LOW-PRICED

You'll be going places with this honey of a money-maker! Massive in size, has features found only in highest priced payouts, yet sells at a record-breaking low price! Mystery Slot revolves twin spinner discs. Top disc shows miles player must travel to win, lower shows destination, which represents odds. Award Cards furnished. New Odometer mileage totalizer, new-type bumper springs, new simplified mechanism, fully accessible. Colorful playing field, moderne cabinet, Only

\$69⁵⁰!

Cabinet
 22"x44"
 Backboard
 22" square

SLUGGER

5 Ball Baseball
 Novelty,
 STILL GOING
 STRONG!

IMMEDIATE

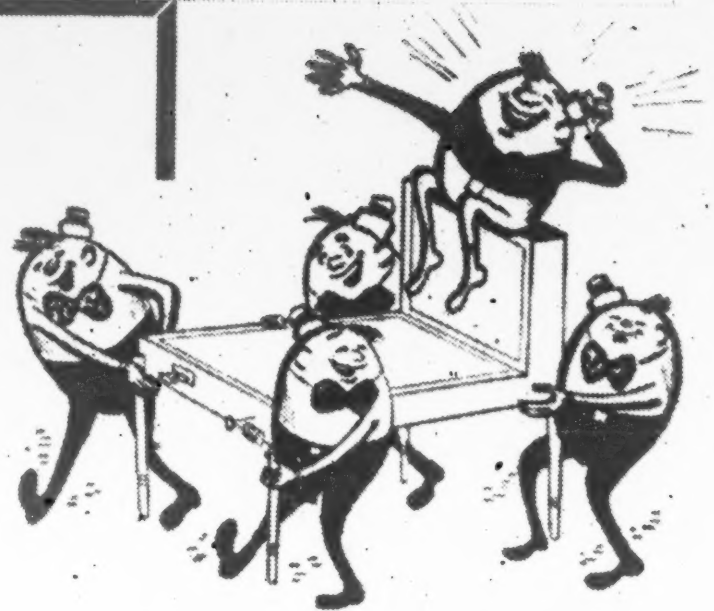
D. GOTTlieb & CO., 2736-42

APPENDIX C

Merrily We Roll
Along, Roll Along WITH

**HUMPTY
DUMPTY**

THE
GREATEST
INNOVATION
IN THE
HISTORY
OF
PIN GAMES!



THE PLAYER WILL **LAUGH!**
 THE SPECTATOR WILL **ROAR!**
 THE OPERATOR WILL BE **THRILLED!**

YES . . . SOMETHING NEW HAS BEEN ADDED . . .
 SENSATIONAL PLAYER-CONTROLLED

FLIPPER BUMPERS

Super-sensitive Flipper Button, on side of Cabinet, controls 6 unique
 FLIPPER BUMPERS on Playing Field. With SKILL and timing,
 player can control balls . . . can send them zooming from the bottom
 right-back to the top . . . whizzing and bounding around the field
 for additional scoring! It's positively terrific!

PLUS
 HIGH SCORE • SEQUENCE
 BONUS • KICKER POCKETS

A GAME OF
 SKILL and
 TIMING!
 PLAYER
 CONTROLS
 FLIPPER
 BUMPERS!

ORDER FROM
 YOUR DISTRIBUTOR
NOW!



"There is no substitute
 for Quality!"



BOOTHS
 2-3-4

WRITE FOR
 NEW
 PARTS
 CATALOG
 FACTORY PARTS FOR
 GOTTLIEB GAMES

D. GOTTLIEB & CO. 1140 N. KOSTNER AVENUE, CHICAGO 51, ILLINOIS

APPENDIX C

COLOR... ACTION... PLAYER APPEAL!

GOTTIEB'S RAINBOW



- NUMBERED ROLLOVERS LITE RAINBOW SECTIONS IN LITE BOX
- COMPLETED RAINBOW LITES CENTER HOLES FOR SPECIAL SCORES
- ADDITIONAL ROLLOVERS INCREASE SPECIAL SCORING IN CENTER HOLES
- 3 CENTER HOLES LITE AUTOMATICALLY FOR 1,000,000 SCORING
- 2 "POP BUMPERS" AND 2 "CYCLONIC KICKERS" LITE ALTERNATELY FOR 100,000 SCORING
- SUPER-POWERED FLIPPERS FIRE BALL UP FIELD AT 12 2-WAY ROLLOVERS

D. Gottlieb & Co.

1140-50 North Kostner Avenue • Chicago 51, Illinois

BUY THE BEST... WE DO!

ALL GOTTIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

Amusement Pinballs
as American as Baseball and Hot Dogs

Printed in U.S.A.

Subject to AMUSEMENT TAX Only!

Exhibit C-8